

Outreach Committee Project Proposal

Applicant	Jay Larsen
Applicant ID	APP-000582
Company Name	Idaho Tech Council
Recipient Address	Idaho Tech Council 101 S. Capitol Blvd. Suite 206 Boise, ID 83702
Phone	(208) 608-0211
Email	jlarsen@idahotechcouncil.org
Funding Requested	\$0.00
Status	Draft
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Idaho Technology Council

Question: "Doing business as" (If applicable)

Idaho Tech Council

Question: Federal Tax ID Number

Not Answered

Question: Street address

101 S. Capitol Blvd. Suite 206

Question: PO Box (If applicable)

101 S. Capitol Blvd.

Question: City

Boise

Question: State

ID

Question: Zip Code

83702

Question: Entity website

<https://www.idahotechcouncil.org/>

Question: Last name

Larsen

Question: First name

Jay

Question: Email address

jlarsen@idahotechcouncil.org

Question: Contact phone

(208) 608-0211

Qualifying Questions

Question: Does this project ask for the WDTF to cover training costs? If yes, your project is not a match for Outreach funding. Please contact WDC staff to see if another WDTF grant would be appropriate.

☐ Yes

☒ No

Question: Please describe how this project will increase career awareness for Idahoans AND/OR increase the awareness of the Workforce Development Training Fund?

This project will connect educators and learners with a network of industry professionals, virtually, bringing real-world relevance and career exposure to students throughout Idaho.

Question: Describe the target audience(s) of this proposal.

Pipeline: students in Idaho's public schools grades 7-12. This will also include the added benefit of providing additional exposure to opportunities for the educators involved in organizing the

experiences with employers.

Employers: employers looking to begin engagement in work-based through Learning About Work as referenced on the Idaho Leader Continuum:

<https://wdc.idaho.gov/wp-content/uploads/sites/62/2019/12/Work-Based-Learning-Continuum-Final.pdf>

Project Information

Question: Project title

President & CEO

Question: Project manager first name

Jay

Question: Project manager last name

Larsen

Question: Please provide a list of partners (specific to this project)

Idaho Workforce Development Council, Idaho State Board of Education, Micron, STEM Action Center (will seek support from many additional employers throughout the state)

Project Description

Question: Project description

We would like assist Next Steps Idaho in connecting to the power of Nepris through a white label. With the goals of:

- Increasing line-of-sight for students to a variety of careers
 - Providing an easy connection for employers to the classroom
- while maintaining Next Steps Idaho as the one-stop for career information in Idaho.

A White Label of Nepris is a centralized hub for all education and employer partners across the state to connect, engage, and inspire. This would be a Next Steps branded, resource that prepares today's learners of all ages to become tomorrow's workforce through unlimited virtual connections with organizations and employers - both locally and across the globe. By bringing real-world application and local relevance to classroom learning, this platform not only helps keep local talent in the area, but can also attract outside talent to your region. The White Label also comes with a variety of benefits and features to ensure overall program success, including:

- Experienced Program Managers to work with your various educational partners and

institutions, while also engaging and onboarding employers and industry partners

- Custom events and World of Work series designed and built according to local needs and priorities, with full support for creation, training, marketing, technology, etc
- Ability to add Partner Pages for any employers, universities, intermediaries, etc., showcasing each organization's impact and reach, as well as their general information and mission, careers, video content, and various opportunities
- Admin Dashboard with full tracking and reporting to show efficacy and pinpoint previously unknown gaps, all while expanding and scaling the program year-over-year

We are requesting a total of up to \$150,000 from the Outreach Committee to support the Next Steps Idaho Nepris white label for the next 2 years. This is the cost to create a white label experience under the Next Steps brand. \$75,000 for the white label per year. That fee will go away once 200 schools contract with Nepris. In case we reach that goal ahead of two full years the second year will be formatted so that is 50% due in 12 months, and the balance due 6 months later (if 200 schools are not met).

Each school will be able to participate for the following fee per school:

\$1,500 for schools with enrollments 100 or less.

\$3,500 for schools over 100 students

Individual schools will contract directly with Nepris to gain access to the platform. The districts can cover the cost of Nepris out of their own budgets or partner with employers to cover the cost. Micron has already agreed to sponsor the first 10 schools. We are seeking a sponsorship of \$10,000-\$15,000 from STEM Action Center which would lower the total needed from WDTF.

Idaho has just over 400 schools statewide, this contribution will give us and our partners 2 years to market the program to schools and employers statewide.

Question: Campaign Timeline: Please include -start date and end date -dates for submitting quarterly and final reports -dates for expected invoicing -dates for completion of objectives -dates for project milestones (these can all be best estimate of dates)

Year 1: White label up and running within 30 days of asset receipt, recruit employers to sponsor schools, spread the word through Next Step Ambassadors, and educational conferences about the opportunity.

Year 2: Continue to build awareness, tell success stories, and recruit employers to sponsor schools.

Question: Please provide two lists, one with committed partners and one with potential partners. Include brief details about how each partner will contribute to your project.

Idaho State Board of Education - integration into Next Steps Idaho, educator/school recruitment
Idaho Workforce Development - employer recruitment

Micron - First 10 Schools Sponsored

STEM Action Center - Hopeful sponsorship of White Label, educator/school recruitment

Question: Please describe any resources you will provide to assist other organizations in replicating this project.

This will be an extensive private / public partnership. We will document the project development, and share it as a model for other projects.

Project Reach

Question: One of the metrics WDC requires for reporting is individuals reached. Please define the outcomes you will use to report your reach number(See HELP TEXT for example). It is fine to have multiple outcomes that lead to a reach.

Students:

- a) the total number of students at the schools who are contracted
- b) the total number of students who participate in sessions

Educators:

- a) the number of educators participating in sessions

Employers

the number of employers sponsoring schools

Question: What is the total estimated reach number for the project?

50000.00

Question: What are the estimated reach numbers broken out by each outcome listed above?

All of these metrics will vary greatly depending on the size of the schools that contract for the service. We will be able to track them. The main goal will be to get to 200 schools as quickly as possible.

Question: Based on your budget and the above estimated reach what is the estimated price per reach for each listed outcome? (see HELP TEXT for example)

3.00

Question: Are there other relevant outcomes beyond the outcomes associated with the reach numbers for this project?

Schools:

the number of schools participating, where they are in the state, and their size

Employers:

- a) the number of employers offering sessions
- b) the number of sessions given

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

No Attachments

Question: Please attach a resume or bio for the named project person.

No Attachments

Question: Please describe how your organization will support the workload of this project. Include staffing, hours, and other considerations.

Idaho Technology Council will serve as the contract holder for the white label. We have staff in place to ensure this contract is put in place. We will also assist in the recruitment of employers.

Budget

The Outreach Committee encourages applicants to look towards long-term funding outside of the outreach project funds. However, multi-year projects will be considered, and renewal of projects will be accepted depending on how they fit into the Outreach Committee's goals and objectives.

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

Budget Sheet

Question: Please download and complete the attached budget sheet. (Alternative forms will not be accepted in place of provided form) A link to the budget sheet is available at the top of this section. Once completed, please upload here.

No Attachments

Question: Budget notes

The total budget for this project is between 450,000 and 850,000 once 200 schools have contracted for the service. the 300,000-700,000 that makes up the difference of the budget will be determined on the size of the schools that contract based on these rates:

\$1,500 for schools with enrollments 100 or less.

\$3,500 for schools over 100 students

The investment from the WDTF is to create a white label that will allow Nepris to operate seamlessly under Idaho Next Steps, creating yet another resource for the one stop site for Idahoans to get career information.

Question: How else have you sought to fund this program?

Not for the white label portion of the project.

Question: Why do you think WDTF is a good source of funding for your project?

The Workforce Development Council has made a significant investment in making Next Steps Idaho the resource Idahoans go to for career information. The WDC has also invested in Idaho LEADER, and this represents a concrete step towards realizing the first section of the continuum.

Question: Was this project previously funded through another source? If yes, please provide a description of the source and when funding began and ended.

No.

Question: Is this a one-time project? Or, tell the committee about how you plan to fund the project in the future?

The fee for the white label will not be charged as soon as we have 200 schools contracted with the service.

[illegible]

<https://www.nepris.com/home/v4>

Nepris For Educators: Within minutes, create a specific request based on your unique curriculum, inviting professionals virtually into your classroom. Here are some ways other educators are connecting

- Project Mentoring and feedback
- Authentic audience for PBL lessons
- Guest speakers for STEM career days
- Industry panel for CTE capstone project presentations
- Industry support for AVID, DECA, GT and other programs

Nepris offers daily opportunities to join live, virtual chats with professionals on a variety of topics that prepare students for college and career. The topics follow the national themes in education along with several unique series being offered throughout the school year. With one click, you can sign up to participate in one of these chats along with other classrooms from across the country. Some topics include:

- Women in STEM careers
- Employability skills
- Computer Science education week
- Healthcare pathways
- Financial Literacy
- Virtual tours of workspaces etc..

No time to participate in a live virtual session? No worries! Browse and use the thousands of authentic industry videos in our library. Most explored careers include:

- Software engineering
- Graphics Design / Animation
- Construction
- Nursing
- Welding
- Cosmetology
- Theme Park Design and many more!

Nepris For Employers: Educators are always requesting guest speakers to connect with students. You can browse the recommended requests and accept any that match your interests and skills. Nepris provides simple instructions to guide you through the process. Without leaving your home or office, you can connect with students and truly transform their learning. Here are some common use scenarios:





















- Explain how certain topics apply to your work
- Show students what a day in the life of your career is like
- Review and provide feedback on student projects
- Be a virtual judge for (final) project presentations

Don't want to wait until a teacher request matches your skill set? Offer a virtual chat on any topic of your choice at a date and time most convenient for you. Nepris invites educators and learners across the country to join your session. You can reach thousands of students in as little as 30 minutes and build your brand among the future workforce. Some ideas for virtual Industry chats:

- Give learners a virtual tour of your workplace
- Discuss your career pathway
- Conduct virtual mock interviews
- Discuss the various careers at your company

Let your current and future employers know about your community engagement by sharing your impact with your professional network. Perfect your public speaking and develop your leadership skills through virtual skills-based volunteering. Nepris can help you quickly and easily build your professional profile through fun education outreach opportunities.

Some White Label Examples:

 Oregon Connections MORE INFO	 MEMBERS 6878	 CLASSROOMS REACHED 4701	 STUDENTS IMPACTED 86049+
 CareerConnect MORE INFO	 MEMBERS 1348	 CLASSROOMS REACHED 2815	 STUDENTS IMPACTED 5497+
 World of Work - San Diego County El Cajon , CA MORE INFO	 MEMBERS 3178	 CLASSROOMS REACHED 2643	 STUDENTS IMPACTED 73222+
 Texas STEM Connections MORE INFO	 MEMBERS 1407	 CLASSROOMS REACHED 1225	 STUDENTS IMPACTED 34896+
 PREP-KC KANSAS CITY , MO MORE INFO	 MEMBERS 10502	 CLASSROOMS REACHED 5937	 STUDENTS IMPACTED 156989+

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Our Mission and Vision

The mission of the Idaho Technology Council is to help companies in Idaho start, grow, and thrive.

ITC's member-driven organization includes partners ranging from growing companies, mid-size companies, and large corporations, all committed to the success of Idaho's technology ecosystem. Through the leadership of this private sector, the ITC brings together industry, education, research, investment, and government throughout the state.

[Meet The ITC Team](#)

Strategy

ITC Unifies Diverse Corporate Interests with State and Federal Government Interests. ITC unifies them into a potent value proposition for all of us by building a competitive work force, driving research out of the lab and into our companies, and providing a powerful venue for expanding our networks.

Align

ITC Advances Work Force Development and the talent pipeline as a critically important initiative as we continue to grow more high-paying, quality jobs for Idahoans. Strategic workforce development provides a uniform entry point for all of us into K-20 education and creates solutions for future opportunities.

ITC Creates a Network for Advancing Private Companies in Idaho and connects to national/international networks. The events that ITC run provide a perfect venue for expanding my companies network locally and nationally.

ITC Provides a Strong Voice in Idaho for Investing in Technology and Basic Research and development. These form the base for new innovations needed to grow our companies and keep them

competitive. Furthermore, ITC supports the omnipresent need to “up our game” for research commercialization, tech2market, and similar strategies.

Advocate

ITC is Instrumental in Building the Advocacy needed to convince our legislators and private industry to invest in high return initiatives that are necessary to propel new companies forward and retain and grow existing companies.

ITC Team

Board of Trustees

Executive Committee



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My Network

Jobs




Jay Larsen
President at Idaho Technology Council

More

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Jay Larsen · 1st
President at Idaho Technology Council

- Idaho Technology Council
-  Boise State University
Boise, Idaho, United States · [Contact info](#)

500+ connections



145 mutual connections: Jamie Cooper, Henry Ptasinski, and 143 others

Message

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Activity

3,113 followers



Congrats Matt. The Remitly journey is amazing and future is so bright!!! 🌟

Jay commented



Awesome!!!!

Jay commented



Congrats to an awesome cyber team for Idaho Jeff!

Jay commented

[Home](#)[My Network](#)[Jobs](#)**Jay Larsen**

President at Idaho Technology Council

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Experience

Founder and President/CEO

Idaho Technology Council

Apr 2009 – Present · 12 yrs 7 mos

Director of Economic Development

U S Congress

Jul 2006 – May 2008 · 1 yr 11 mos



Director & Sales Manager

Qwest Communications

Feb 2003 – Jul 2006 · 3 yrs 6 mos

Director over five states, responsible for sales and development in the large business segment. Represented various network and hardware products-- over 250 products.

Director, Market Manager

Verizon Wireless, AirTouch Cellular, U S WEST Cellular

Aug 1990 – Dec 2001 · 11 yrs 5 mos

Managed Idaho and Utah's sales and marketing programs. Lead team of 110 within major and small B2B, indirect, retail. Worked on specific promotions to help increase market share and increase average revenue per unit. SLC was beta test site

Education



Boise State University

MBA, Marketing

1983 – 1985



Brigham Young University

BA, Organizational Development

1980 – 1983





Jay Larsen
President at Idaho Technology Council

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Endorsed by **Allen Shisler** and 2 others who are highly skilled at this

+


Strategic Planning · 87



Endorsed by **Phil Sigler** and 3 others who are highly skilled at this

+

Sales · 80



Endorsed by **Zach Skinner** and 2 others who are highly skilled at this

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Recommendations

Ask for a recommendation

Recommend Jay

Received (2)


Given (4)



David Spann,
Master Chair
VISTAGE
INTERNATIONAL
(Since 1957)
helping leaders
thrive - in
business and in
life

April 7, 2010, Jay
was a client of
David's

Jay is one of the most highly focused and passionate people I know. In less than six months Jay has compiled a blue ribbon coalition of corporate technology executives to be on the Idaho Technology Council Board; and he has helped point them in the right direction with a cross-Idaho survey of the top s... **See more**



Paul Heim
Your Boise
Realtor,
Professional
Idaho Real
Estate Services.

I have had the pleasure to work under Jay Larsen, he is an articulate leader and a man of many talents. I have always found him approachable and discerning.